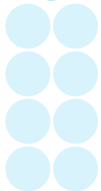




why?



Chicago Dental Imaging is a new CT scan facility that competes with high-profile hospitals for referrals by dentists. It was imperative to visibly emphasize the benefits to the dentists, such as reducing wait times for appointments and lower costs for their patients. The name needed to encompass the entire Chicago region, while still giving the impression of being a neighborhood resource.

how?



After “Chicago Dental Imaging” was developed, a graphic identity was created by FUSION. The same color scheme is carried through the complete print collateral system. Implementation included a stationery system, tri-fold brochure, an oversized direct mail postcard and a print campaign marketed directly to dentists. Dual function CD/DVD labels were also produced to insert into bright, bold self-mailers. FUSION will continue to promote Chicago Dental Imaging as a professional, lower cost alternative in the industry.